

**Mason County**  
Quit Line Data Summary  
October 1 - December 31, 2003

	<b>County</b>	<b>State</b>
<b>Number of Calls to Quit Line</b>	<b>N = 58</b>	<b>N = 2,943</b>
<b>Percent of Statewide Calls</b>	2.5%	100.0%
<b>Percent of State Population in County<sup>1</sup></b>	0.8%	100.0%

  

	<b>County %</b>	<b>State %</b>
<b>Gender</b>	<b>N = 57</b>	<b>N = 2,491</b>
Female	61.4%	61.9%
Male	38.6%	38.1%
<b>Race/Ethnicity</b>	<b>N = 50</b>	<b>N = 2,100</b>
People of Color	4.0%	13.6%
White	96.0%	86.4%
<b>Age</b>	<b>N = 55</b>	<b>N = 2,291</b>
Less than 18 years old	1.8%	2.1%
18 - 24 years old	10.9%	15.2%
25 - 34 years old	20.0%	21.1%
35 - 44 years old	27.3%	27.3%
45 years and older	40.0%	34.2%
<b>Education</b>	<b>N = 50</b>	<b>N = 2,158</b>
Did not graduate high school	18.0%	18.0%
High school graduate	40.0%	33.8%
Some college/vocational school	34.0%	38.6%
College graduate	8.0%	9.6%
<b>Caller Type</b>	<b>N = 58</b>	<b>N = 2,631</b>
General Information	3.4%	13.5%
Health care provider	3.4%	4.0%
Tobacco user	93.1%	82.5%
<b>Payer Type</b>	<b>N = 38</b>	<b>N = 1,627</b>
Insured	26.3%	31.2%
Uninsured	31.6%	30.7%
Medicaid	42.1%	38.1%
<b>Heard About</b>	<b>N = 53</b>	<b>N = 2,157</b>
Past caller	9.4%	14.5%
Employer/worksites	3.8%	1.3%
Health care provider	35.8%	28.3%
Television	17.0%	15.5%
Outdoor advertisement (billboard/bus/wall)	0.0%	3.3%
Targeted mailing	0.0%	0.1%
Great Start	0.0%	0.1%
Radio	0.0%	0.6%
Newspaper/Magazine	0.0%	1.3%
Brochure/Newsletter	7.5%	7.3%
Family or friend	22.6%	21.6%
Health Department	1.9%	4.8%
School	1.9%	1.3%